

GATHERING OF NATIONS PRESS RELEASE



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AMERICAN BUS ASSOCIATION NAMES GATHERING OF NATIONS POWWOW ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2012

Event is a Ticket to Fun and to Fun and to Critical Group Tourism Dollars

Albuquerque, New Mexico, 9/20/2011 – The American Bus Association (ABA) announced today that Gathering of Nations Powwow, April 26-28, 2012, has been designated as one of the Top 100 Events in North America for 2012 by an experienced expert tourism industry selection committee. Inclusion in the Top 10 list, published as a supplement to the September/October issue of Destinations magazine, indicates that Gathering of Nations Powwow offers excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

With the release of the American Bus Association's 2012 Top 100 Events in North America, ABA celebrates 30 years of the program. What began as a way for motor coach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motor coach operators and the general public.

"The attractiveness of Gathering of Nations Powwow as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Albuquerque", said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that Gathering of Nations Powwow has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Albuquerque an important boost in visibility among professional tour planners."

According to studies completed by researchers at the George Washington University and Dunham and Associates, one overnight visit by a motor coach group can leave from US \$5,000 to more than US \$11,000 in a local destination's economy. Those dollars are spent on lodging, meals, admission, fees, shopping, souvenirs, services and local taxes.

"Motor coach groups spend more and stay longer," Pantuso said. "That's why Gathering of Nations Powwow is truly a local economic asset. There is no better way to jump-start tourism than to attract motor coach groups to a great event and convince them to extend their stay."

ABA's 2012 Top 100 Events Selection Committee selected Gathering of Nations Powwow from hundreds of event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motor coaches and skill at handling large groups, and a variety of other relevant criteria.

The Top 100 Events list is available online at <http://www.buses.org/News-Publications/Top-100>.